



P.O. Box 22 • 144 S. Saginaw Street • Chesaning, MI 48616

Michigan Festivals & Events Association's mission is to provide civic groups, organizers and volunteers the education, training and tools to successfully promote Michigan communities' cultural heritage through festivals and events. It's through festivals, fairs, and events that Michiganders and millions of tourists from around the world gather to celebrate our state's rich maritime history and industry; agricultural products; great outdoors, fish and wildlife; transportation; ethnic diversity; and arts, science and technical innovation.

MFEA serves communities and volunteers throughout Michigan, promoting local events, festivals and destinations throughout the Midwest and providing technical assistance, training, and education to its 800 members which are primarily comprised of community volunteers.

Michigan Festivals & Events Association highlights:

- MFEA was founded in 1992, with a charter membership of 40 members.
- MFEA publishes and distributes hundreds of thousands Festivals, Fairs, Cultural Events and Destinations brochures annually.
- Michigan Festivals & Events is the largest State Festivals, Fairs, Events, & Destinations Association in the Nation.
- MFEA has volunteers of all ages.
- MFEA provides education to over 1,000 volunteers through educational workshops annually.
- Michigan Festivals & Events Foundation hosts Spring Educational Seminars with over 200 attendees. MFEA's educational convention has over 900 attendees and volunteers.
- Over 35 million guests attended member Festivals and Events in 2006.
- Festivals and Events provide an opportunity for members of the community to discover, develop, and display their skills and talents by encouraging self-expression.
- Festivals and Events provide a showcase for new ideas in music, art, drama, crafts and sports.

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- Festivals and Events increase community spirit and pride, while at the same time, broaden the cultural and recreational resources of the locality and emphasize its unity with the rest of the State and Country.
- Festivals and Events provide an opportunity to celebrate our history, culture, harvests, heritage and vast array of unique waterways.
- Festivals and Events stimulate travel to a community and the surrounding region, thereby helping to correct regional disparities.
- Festivals and Events encourage the community to grow and prosper by attracting dollars to it in the form of tourism and, in some cases, new industry.
- Festivals and Events can bring a community together through both the planning of, and the attendance at the event, and will help to give the town a more “people” oriented identity.
- 37% of our membership reporting in 2006 contributed a total of 1,270,817 volunteers hours. Our gift back to the state was \$6,544,708.

### **Economic Benefits of Festivals, Fairs, Travel and Tourism**

- Have a significant impact with minimum local expenditure
- Stimulate the economy and bring capital investment to a community
- 21% of U.S. adults attended a festival or event while away from home in 2006
- Festival travelers are younger, have children, extend their stays, and have higher annual income...everything is new and exciting to them!
- Provide a major tourism activity
- Attract new customers to local businesses
- Promote business year round
- Employ thousands of artists
- Promote and celebrate Michigan grown commodities

## **MFEA & Community Celebrations**

*There's a special skill to hosting a party...planning, shopping, decorating, food prep, setting up entertainment...the list is endless! And, when the party is a community-sized celebration, you've really got your hands full!*

*That's where the Michigan Festivals and Events Association comes in: membership in the MFEA is one of the best investments your festival, fair, event or business can make!*

### **MFEA Facts**

- MFEA was founded in 1992, with a charter membership of 40 members.
- 2006 membership of 800
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***Michigan Festivals & Events Foundation . . . providing educational opportunities and conducting philanthropic activities designed to benefit festival and event volunteers throughout Michigan.***

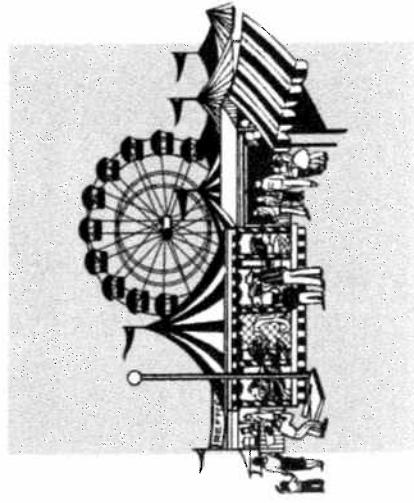


## **Come Join Our Parade...**

**Join MFEA Today!**

**[www.michiganfun.us](http://www.michiganfun.us)**

**\* \* Over 35 million guests attended member Festivals and Events in 2006.\* \***



**Michigan Festivals & Events Association**  
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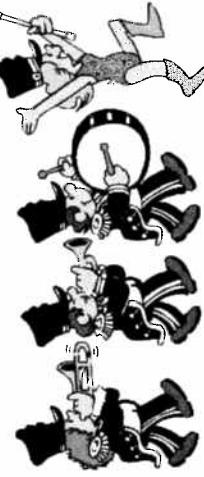
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## **Major Element of the Michigan Lifestyle...**

Michigan's community festivals, fairs, special events, and destinations are a major element of the Michigan lifestyle and the entire tourism economy throughout our great state. At MFEA, our charter is to provide membership, training, and resources to make these community functions fun, profitable, and a valuable development tool for our smaller communities.

These events are invariably sponsored by local government entities and major community contributors, who continue to support them because of their inherent value to the state and economy.



## **Benefits of Festivals, Fairs, Events, & Destinations Brought to you by Michigan Festivals & Events Association**

- ◊ **Economic Benefits of Festivals, Fairs, Travel and Tourism**
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*Thanks to volunteers like you, worthy causes are supported, important events take place, our communities are strengthened, and our lives are enriched.*

*We thank you for caring...  
and doing!*



### ***Building Communities Through Partnerships***

#### **Questions:**

What do a blueberry festival, farm market, wagon ride, winery tour, dude ranch, farm vacation, picking your own fruit, baby animals, and the International Cherry Pit Spitting contest have in common?

#### **Answer:**

They are all examples of the meshing of two of the leading industries of many states: Agriculture and Tourism!

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Please visit us @ [www.michiganfun.us](http://www.michiganfun.us).  
It's all about you!!!

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